



# ENERGY STAR® Alliance—Building a Market for Energy-Efficient Homes



ENERGY STAR seminar invitation

ENERGY STAR® Partners from Toledo, Ohio are coming together to promote the U.S. Environmental Protection Agency's (EPA) ENERGY STAR Program and energy efficiency to home buyers and new home builders.

"Each Partner brings something different and special to the table," said Paulette Huber of Neighborhood Housing Services, an independent energy rater, and member of the Toledo ENERGY STAR Alliance, about the group's collaborative marketing and outreach efforts. "Because everyone is contributing resources, there's no huge cost incurred by one organization, and we're all benefiting from our efforts."

By forming an Alliance, ENERGY STAR Partner representing a wide-range of building industry products and services are being recognized as experts in energy-efficient, new home construction. Among the organizations represented in the Alliance are:

- Countrywide Home Loans; financing for ENERGY STAR labeled homes
- First Energy; utility company
- Great Lakes Windows; energy-efficient windows
- Gross Electric; lighting and accessories
- GSI Supply; windows, siding, and doors
- Insulspan; structural insulated panels
- Neighborhood Housing Services, independent energy rater
- Overcashier and Horst; heating and cooling
- Owens Corning, insulation manufacturer
- Toledo Edison; energy company

Together, these organizations are conducting ENERGY STAR labeled homes educational seminars for consumers, promoting the ENERGY STAR message, recruiting new home builders into the ENERGY STAR Program, networking within the Partnership, reaching out to other like-minded groups, and sharing resources and customer leads.

Community outreach is a key component of the Partnership's efforts. By holding consumer-oriented ENERGY STAR educational seminars every other month, the Partnership helps drive the ENERGY STAR market for labeled homes and promote energy-efficient products and services. "The educational seminars are interactive, involving hands-on presentations from different industry Partners involved in the Program," Huber said.

What are the Partners getting out of their ENERGY STAR Homes commitment? Members have seen an increase in visibility, qualified customer leads, sales, and profits. They also are able to offer their customers a higher level of service and establish long-term relationships with builders and home owners. "We have seen an overwhelming response in demand for our services as a result of the educational seminars and the Partnership's marketing efforts," Huber said.

ENERGY STAR relies on its partnerships with new home builders and building industry organizations to promote ENERGY STAR and energy efficiency.

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—Paulette Huber